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MBA 645.60: Communication for Business Success

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MANAGEMENT 645 – MBA COMMUNICATION FOR BUSINESS SUCCESS
SECTIONS 1 AND 60
FALL 2001

Professor: MaryEllen Campbell
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Email: (any time) MaryEllen.Campbell@business.umt.edu
Office: GBB 302
Office Hours: **Monday & Wednesday – 11:00-11:45**
Tuesday 4-5pm
Other times by appointment. I am on campus every day, but I ask that you make an appointment since I must plan time for research, committee work and other faculty responsibilities that take me away from my office.

* Please leave a message, and I will return your call.

The School's Mission Statement: The faculty and staff of the School of Business Administration at The University of Montana-Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.

Goal: This course is designed to help you become an effective communicator in all types of business situations using diverse communications vehicles.

Course Objective: This course should help you:

1. Package information appropriately for the audience, the purpose and the occasion.
2. Identify ways to reduce conflict in business situations.
3. Use multiple communications strategies to appeal to different audiences.
4. Take calculated risks, maintaining flexibility in your thinking and creativity in your problem solving.

Requirements:

1. Business people must meet deadlines. That's why all assignments are due when scheduled. In emergencies relating to health, please call and leave me a message. I may require proof of illness. If a paper is late for any reason other than health, I will dock the paper up to one letter grade per day late.

2. This course should help you become a proactive communicator in your work environment. To help cultivate this habit, you will be evaluated on your contributions to class discussion and to group efforts.

Your final grade will be based upon the following.

1.	Participation	15%
	a. class discussion	
	b. group work	
2.	White Paper	15%
	Weekend team project	10%
3.	Two case assignments	20%
4.	Two page media report (written)	20%
5.	Tests Objective	20%
	Written	
	TOTAL	<u>100%</u>

REQUIRED READINGS:

1. Wall Street Journal – Marketing Section: Front Page
2. Influence, Cialdini 4th Edition; Management Communications, O'Rourke

Communication for Business Success

MBA 645

Section 60: Tues. 6:00 – 9:00

Sept. 4

Topic: The Individual Power of the Audience

- Influencing how information is received
- Acquiring the “You” attitude
- Personal Branding

Business Application: Are you CEO Material?

Readings: *Influence*

Chapter 1: Weapons of Influence

Chapter 2: Reciprocation

Management Communications

Chapter 1

Exercise: Write out discussion questions #3 and #4 due Sept. 6

Sept. 7-9

Weekend Topic: The Mass Power of the Audience

- Generational values: influence of shared experiences on communication strategies
- Recognizing referent group values and alignments
- Using Elements of Persuasion: Branding and the challenges of building brand equity

Readings: *Influence*

Chapter 3: Commitment and Consistency

Chapter 4: Social Proof

Management Communications

Chapter 2: Communication and Strategy

Chapter 3: Communication Ethics

Exercise: Team project dealing with Branding challenges posed by questionable ethical behavior. For more complete schedule please read the welcome memo.

Sept. 11

Topic: Influencing Audience

Business Application: Building Relationships with clients and staff

- Applying influence techniques
- Controlling tone setters (language pitfalls, listening suggestions, etc.)

Readings: *Influence*

Chapter 5: Liking
Chapter 6: Scarcity
Management Communications
Chapter 6: Listening and Feedback

Exercise: Write two page White Paper suggesting how two influencing techniques might be used successfully in your office or by the UM School of Business in its recruitment of MBA students..

Sept. 18 **Topic: Conflict Communications**

Business Application: Handling communications problems in the workplace, dealing with difficult people.

Readings: *Management Communications*
Chapter 7: Communicating Nonverbally
Chapter 9: Managing Conflict

Exercise: Research one problem to discuss from WSJ or your own work environment. Motivate class members to participate in discussing solutions based on research. Before class write out and email your answers to Case 9-1 P. 198-199.

Sept 25 **Topic: Evaluation**

Objective test over book, Influence; written two page evaluation to be faxed by Sept. 26. Fax Number: 406-243-2086

This written assignment should include

1. Obvious organization,
2. Audience appeal
3. Thorough development of ideas
4. Substantiated opinion based on readings in Management Communication, Influence or class discussion

You may consult with other class members before you write this paper.

Videotape viewing – *Corporate Schmucks* by Neil Baron.

Oct 2 **Topic: Integrating Communications**

Business Application: Creating Integrated Communication Strategies for

- Media Integration
- Internet
- Direct mail

- Creating an integrated media plan for an announcement of a new program or other major change within your organization

Readings: *Management Communications*
Chapter 11: Dealing with the news media

Due Oct. 7 in my office

Assignment: Two page media plan for your organization.
Create an announcement for Internet and media distribution that reflects the concept of continuity. Suggest in the plan how you could reinforce this continuity using other media.

**** Please note ****

1. All reading needs to be completed before class.
2. Before writing any assignment, consult Chapter 5.
3. In your professional life, Management Communications Chapter 4 on speaking is helpful. Also, you may wish to consult Presentations for Dummies for helpful suggestions.